

ABSTRACT OF THE DISCLOSURE

A user visiting a space is equipped with a mobile device in communication with a service
5 system. Media items held by the service system are associated with various locations
around the space and a user arriving at such a location is presented with the corresponding
item or items. Preferably, these media items are pre-emptively loaded into a cache of the
user's mobile device in dependence on the user's progress around the space. Items can also
be flushed from cache on this basis. In order to reduce load on the service system and the
10 related communication infrastructure, a media item needed by a mobile device is first
sought from a nearby device using a short-range communication mechanism.